

5.3 CLIENT MILESTONE PRESENTATION



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Sedanur Kahya | Renee Fluor Apelo

1

OVERVIEW

instagram campaign



1. Overview
2. Client Creative Brief
3. Client Proposal
4. Research
5. Design Process
6. Mock-Ups
7. Future Plans

2



CLIENT CREATIVE BRIEF

client



Amy Mohsin
Founder & Educator



Tora Troop
Founder, Administrator,
& Lead Aide

client company

Rising Oak Nature Education

- An outdoor/forest school that bases children's exploration & learning outdoors for grades K-4
- Tagline: Awakening the magic of the natural world for children

2



CLIENT CREATIVE BRIEF CONTINUED

goal

Hire 1 new teacher for the 2022-2023 school year

target audience

- A young teacher or a new graduate
- 1-5 years minimum experience
- Interested in teaching grades ranging from K-4
- Ideal Candidate will be passionate about the outdoors

solution

Social Media Campaign Includes: 4-week plan with up to 12 graphics to promote an open teaching position with RONE

• 1 LinkedIn Post	• 3 IG Story Highlights
• 1 Facebook Post	• 5 IG Story Highlight Covers
• 2 IG Posts	

3

CLIENT PROPOSAL

time estimates

first draft Total: 4 drafts (graphics)	<ul style="list-style-type: none">• Research• 4 drafts total to present to client.• 1st Revision: Revised copy of designs to present to client.	Nov. 1 - 7 Nov. 11, 2021 Nov. 16, 2021
second draft Total: 4 drafts (graphics)	<ul style="list-style-type: none">• 4 drafts total to present to client.• 2nd Round of Revisions: Revised copy of designs to present to client.	Nov. 23, 2021 Nov. 29, 2021
final deliverables Total: 8 graphics for social media campaign	<ul style="list-style-type: none">• 1 post LinkedIn• 7 on IG & sharable on FB (2 posts & 5 stories)• Format: .JPG & .PNG	Dec. 7, 2021

4 RESEARCH

visited 2 locations where RONE meets for school

Location: Santa Teresa Park



Student Learning Outdoors



Students Playing

4

RESEARCH CONTINUED

visited 2 locations where RONE meets for school

Location: Client's Private Property



Student Learning Outdoors, pt. 2



Student's Nature Journaling

Style Guide: Trying to understand Clients Style Path

Minimal-Earthy-Natural-Cozy



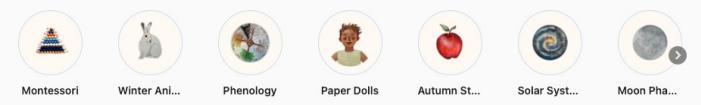
Grow Maple Loose Parts STEM Multicultural Inclusivity Dramatic ... Science

Minimal-Colorful-Playful



IQOTD Shout Outs Core Values Self-Care Season of ... Adventures Polls

Playful-Vintage-Cartoonish



Montessori Winter Ani... Phenology Paper Dolls Autumn St... Solar Syst... Moon Pha...

Minimal-Lines



2020 tribe Børn HQ '20 Mari Doll's Børn HQ '19 Tribe A/W ... Tribe S/S 19 30 Days W...



Playful-Colorful-Childish



Training OCT 2021 Us! Nature Craft The return! OCT 2020 Reviews

Minimal-Modern-Lines



Doğadan s... sanat Uzaktan E... çocuk Orman ok...

Minimal-Iconic



sticky bites sticky art childhood corduroy sprinkles II freckles wanderer

Minimal-Earthy-Playful



Отзывы Школа Игры и за... Детали

Realistic-Colorful-Childish



Forest Sch... Worldwide Training Upcoming Wisdom Creations The Goods Your Boxes

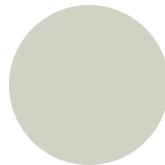




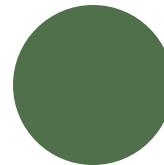
Awakening the magic of the natural world for children

logo brand guide

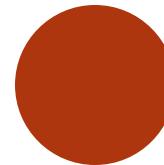
color



RGB: 210, 210, 196



RGB: 80, 112, 75



RGB: 174, 54, 14

typography

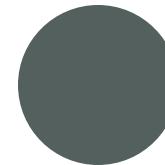
Averia Serif Libre, Bold, All Caps | THIS IS A HEADER

Questrial, Regular | This is a subheader



website brand guide

color



RGB: 84, 96, 94

typography

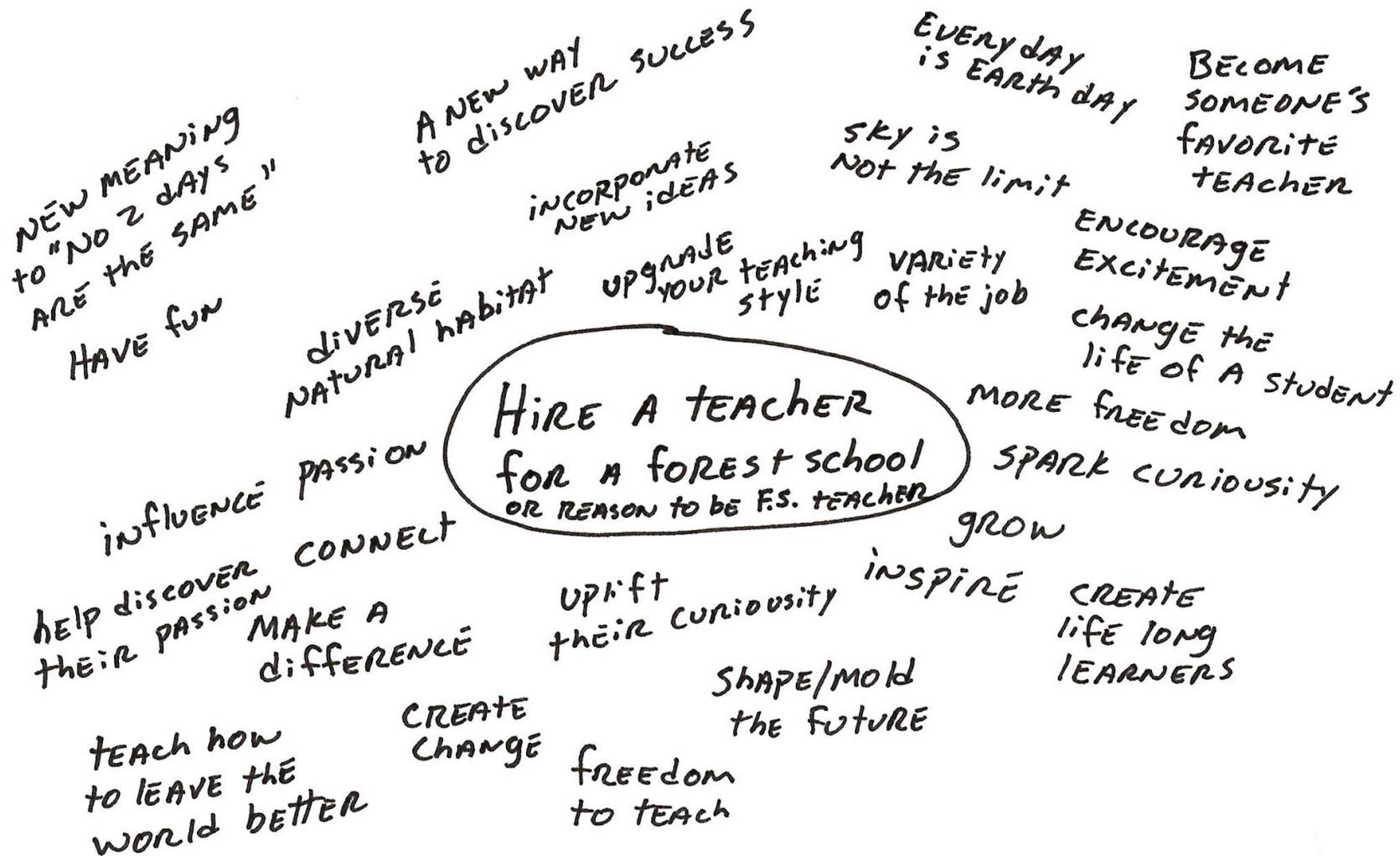
Fredericka the Great, Regular, All Caps | THIS IS A HEADER

Arial, Regular | This is body text

5

DESIGN PROCESS INSTAGRAM CAMPAIGN

sketches, 1st drafts, & client's final pick



1. Screenshot Amy's About Page - Website

Amy Mohsin: Founder, Educator

Amy is a nearly 30-year educator with a passion for progressive education and the outdoors. These two passions come together perfectly for her next venture, an outdoor school!

Amy's background is in special education, with a degree from Southern Illinois University-Carbondale. She taught in public schools for many years before staying home to raise her children. While raising her kids, she stayed active in education by starting 2 progressive schools, The Indigo Program, a K-8 school in San Jose, and a progressive charter high school, Communitas. Before taking the leap to start the outdoor school, Amy taught for 5 years at Mulberry School in Los Gatos, teaching grades 1-3.

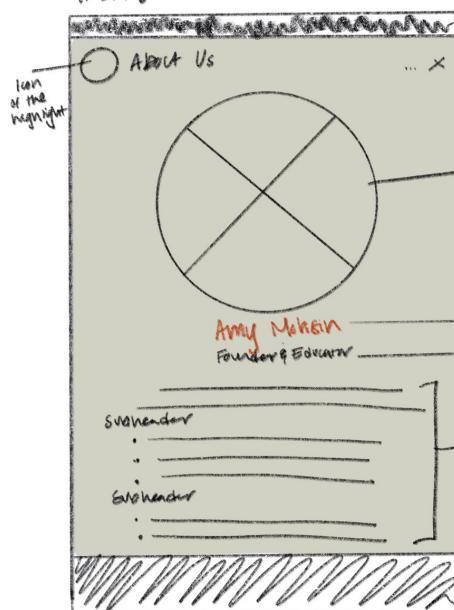
Amy is also an experienced parent educator, with training and certificates in Positive Discipline, STEP and Project Cornerstone.

Amy, a native of Central Illinois, has lived in California for 27 years and currently lives with her 3 children, including her 2 college-aged kids, due to Covid-19! Her children are 23, 19 and 15. She is an avid hiker, knitter and animal lover. She and her kids share a home with 2 dogs, a cat and 2 guinea pigs.

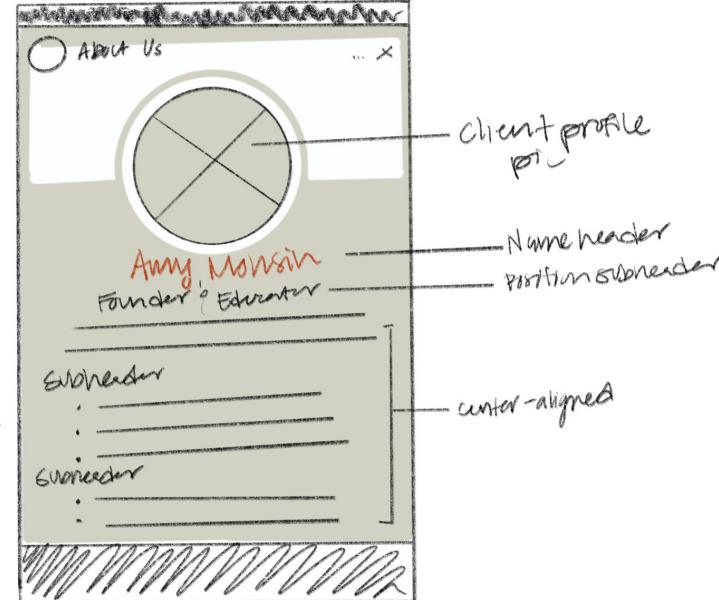
Colors -

- background
- header
- body copy

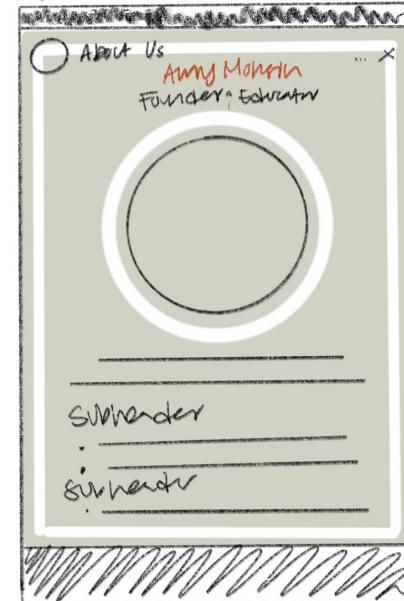
1. Story Sketch



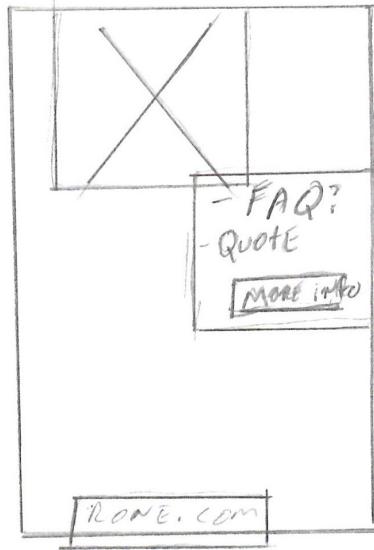
2. Story Sketch



3. Story Sketch



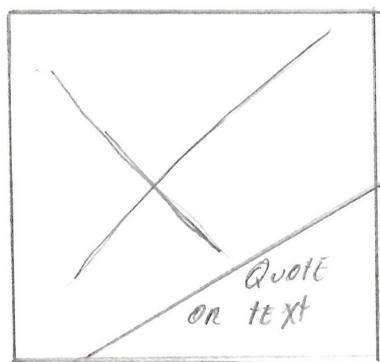
①



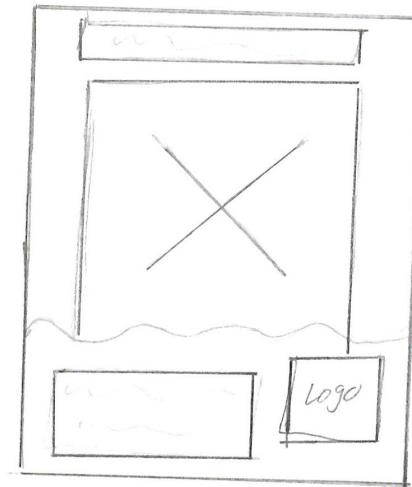
INSTAGRAM
STORIES

SKY'S THE LIMIT
DIVERSE NATURAL HABITATS
CONNECTION

②



③



INSTAGRAM
STORIES

Connect with: NATURE
Students

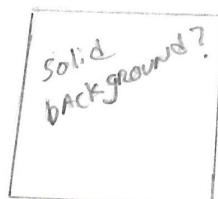
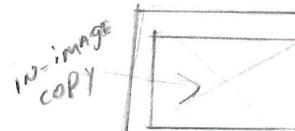
Apply by
BE A TEACHER
AT RONE (NOW ACCEPTING
APPLICANTS FOR 2022-23
SCHOOL YEAR)
Now RECRUITING

LOOKING TO MAKE A DIFFERENCE?

HANDS ON LEARNING
Exploring

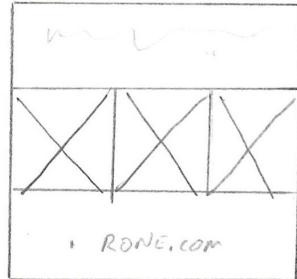
④

REASON #5 TO BE A TEACHER
AT RONE...



INSTAGRAM STORIES

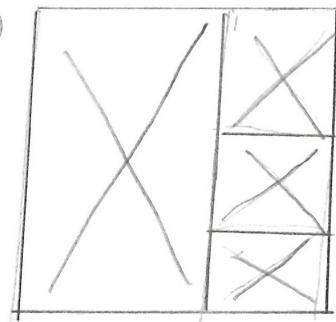
⑤



MOSAIC EFFECT

→ Inspire more
in 2022

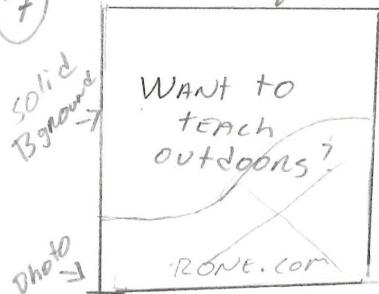
⑥



It's time to
MAKE A difference

⑦

ASK A QUESTION



or

Want to
connect with
Your Students

- BW w student in colon

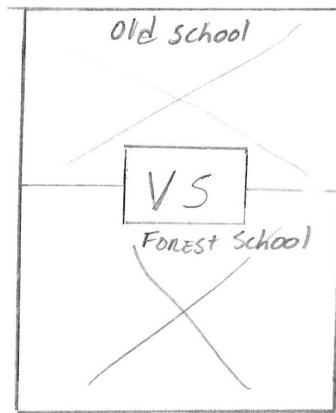
Background

- Solid background
w/TEXT only

Use the
RONE colors

- IMAGE
w/TRANSPARENT white box
in front w/question

⑧



BW

colon

INSTAGRAM
STORIES

Rising OAK colors

GREEN - 255929

Brown - 5F3122

Orange - AE360E

Beige - D2D2E3

Other GREENS

0C3A0F

307336

115516

OTHER BEIGES

E9E9DC

DCDCD0

E5E5DC

Other BROWNS

472D25

3E170B

5A2F20

4B271B

1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V1



Hi, I'm Amy Mohsin

Founder and Educator

A nearly 30-year educator with a passion for progressive education and the outdoors. These two passions came together perfectly for my next venture, an outdoor school!



www.risingoaknatureed.com/about



Hi, I'm Tora Troop

Founder, Administrator, & Lead Aide

My respect for education started when I was young and became one of my guiding passions. I have a passion for transformative education and the impact it has on students' lives. As a lifelong animal lover who was fortunate enough to spend much of my childhood outside, I know the incredible value of learning in and with the natural world.



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1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V2

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1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MEET US V3



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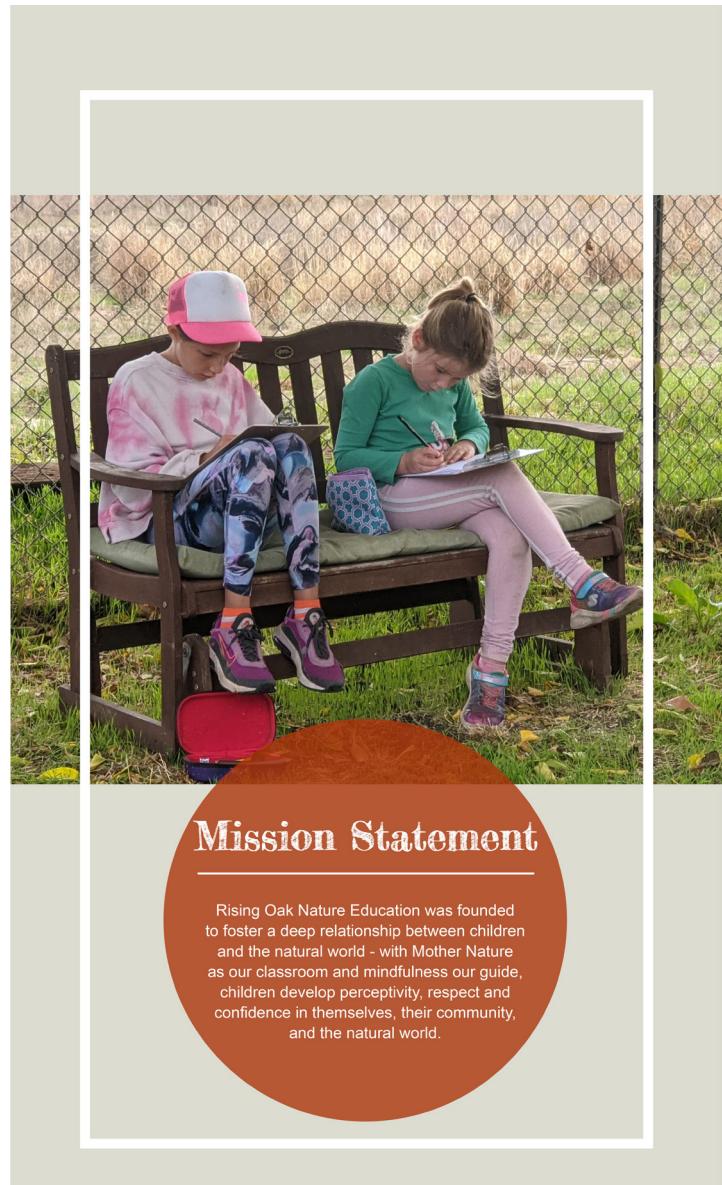


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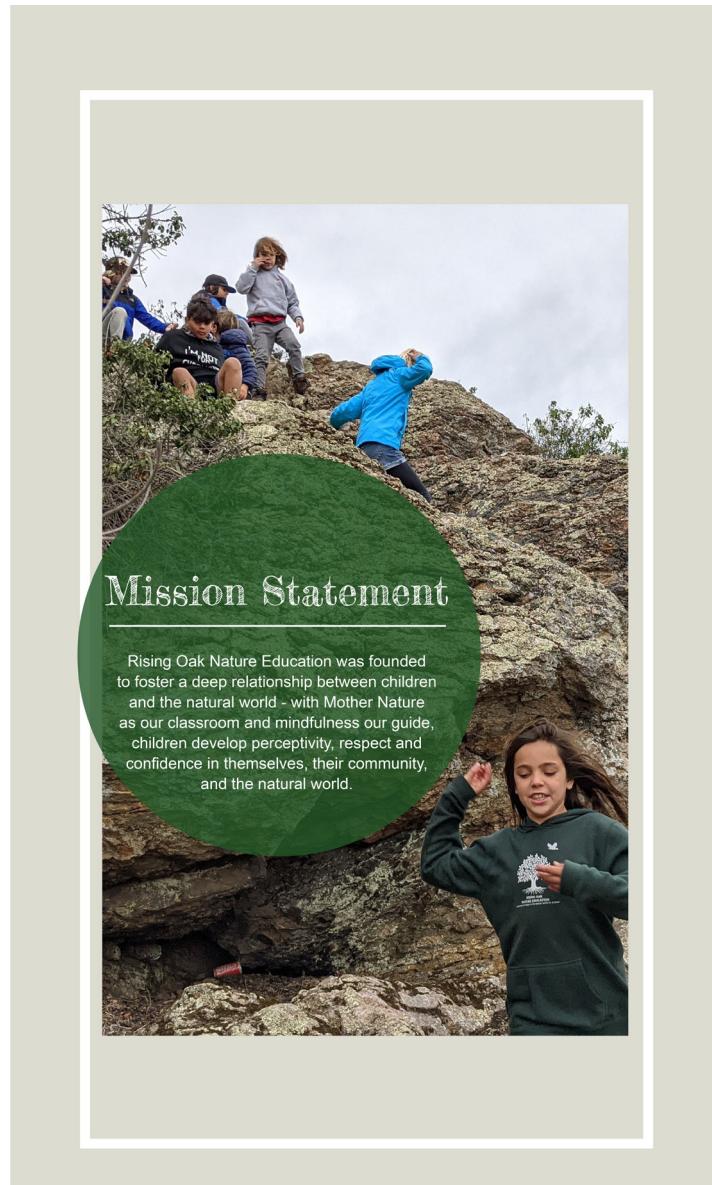
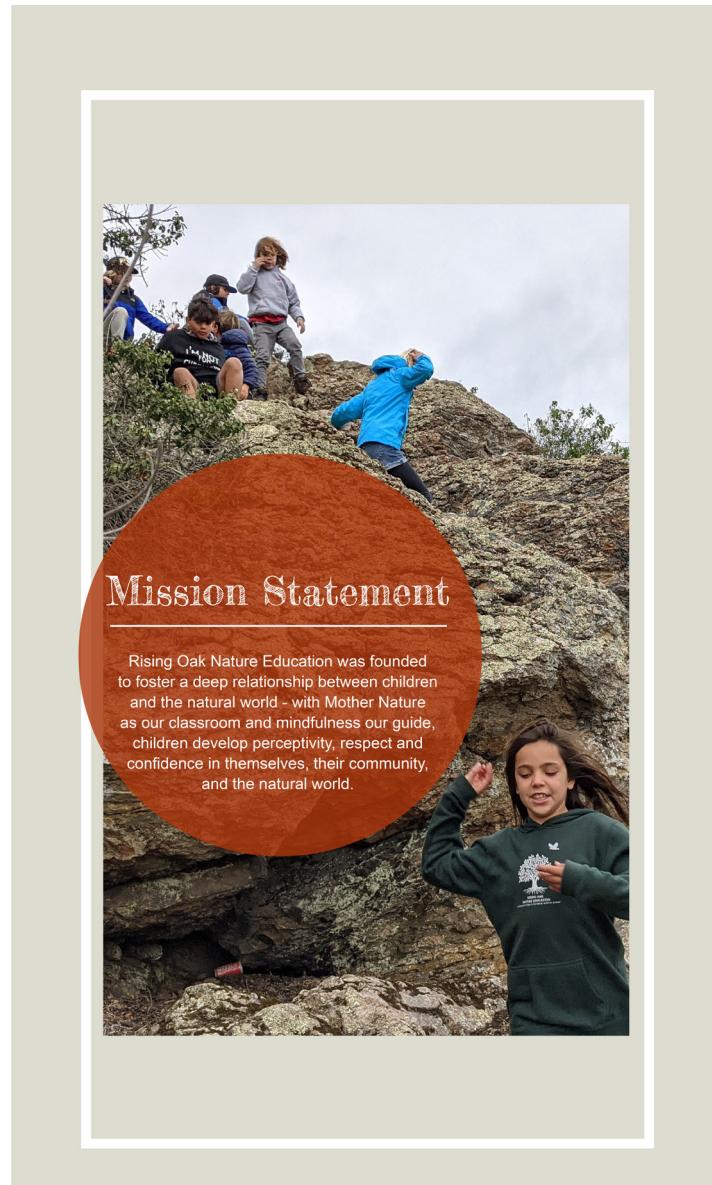


www.risingoaknatureed.com/about

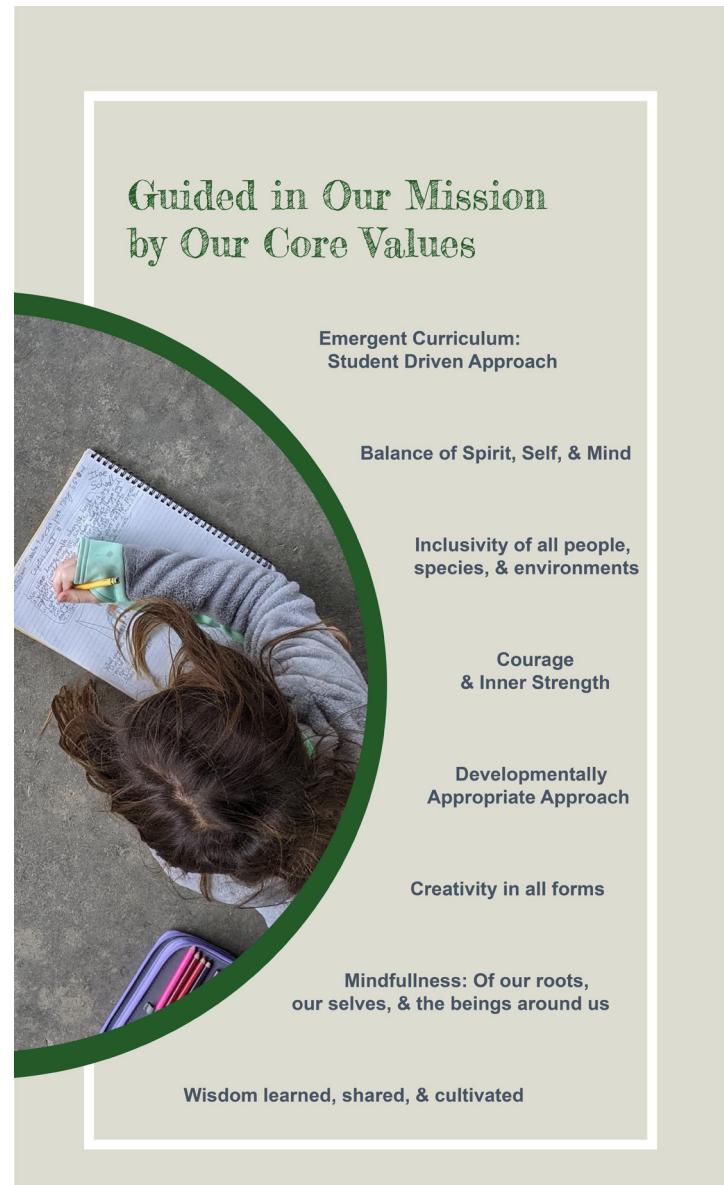
1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT MISSION STATEMENT



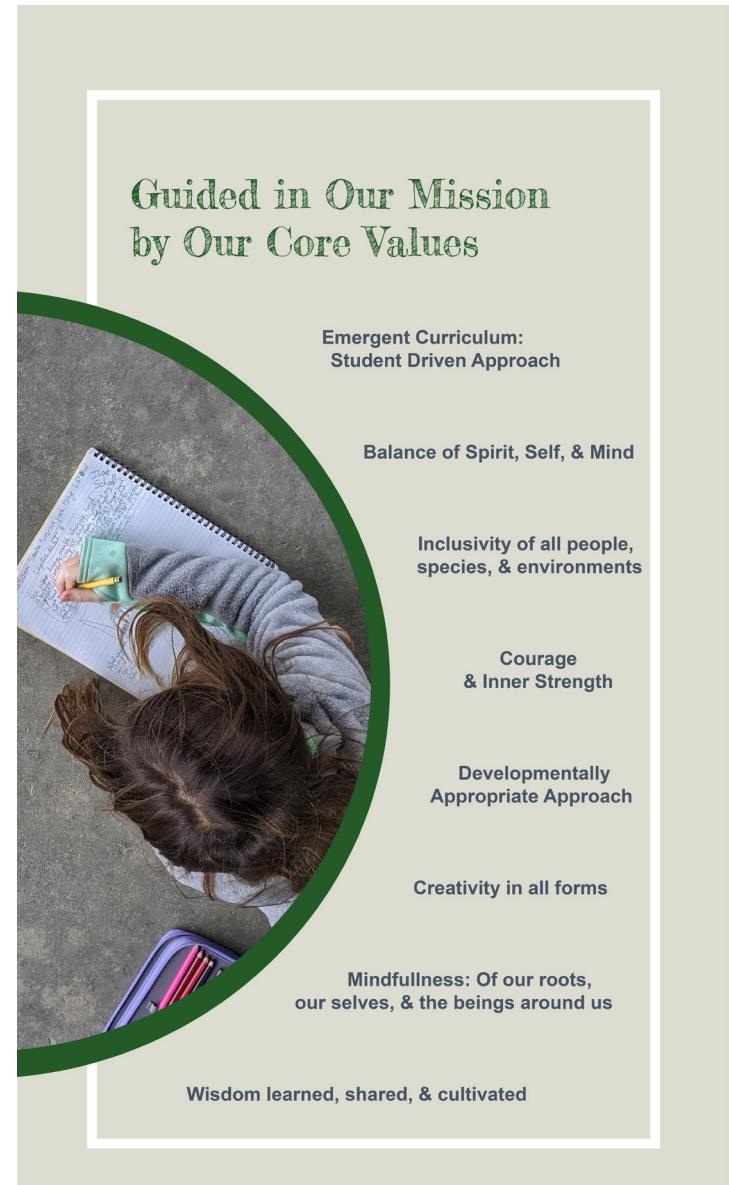
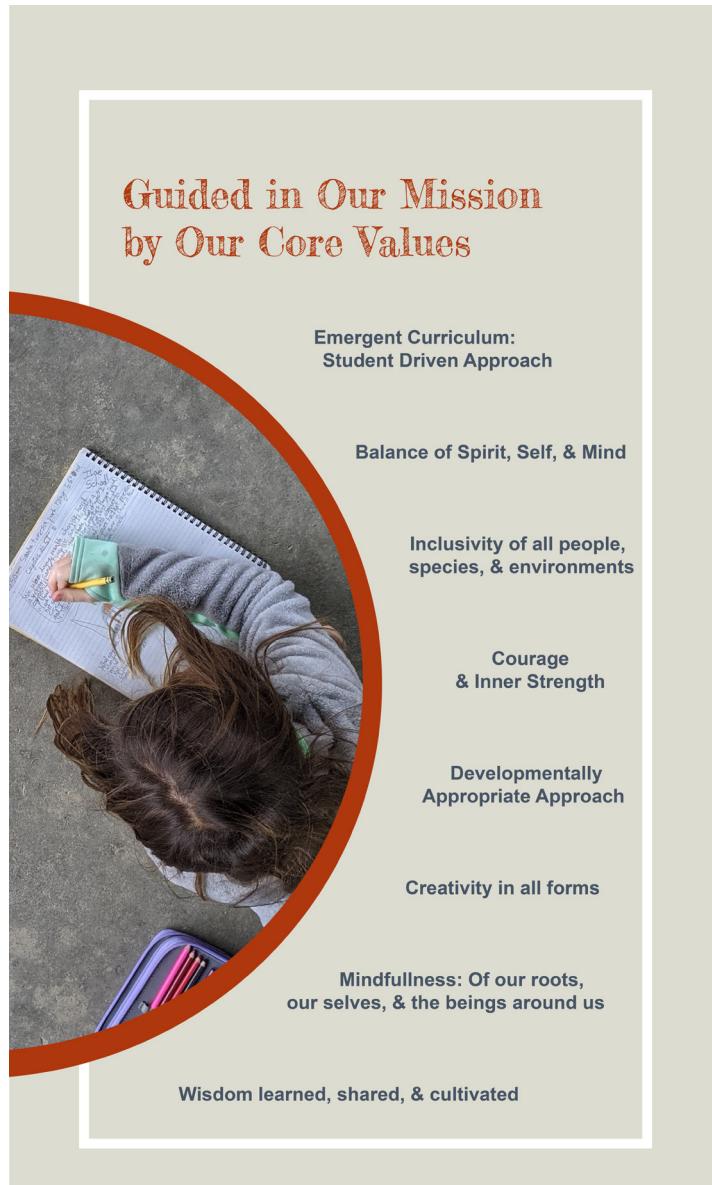
REVISED ABOUT US - IG STORY HIGHLIGHT MISSION STATEMENT



1ST DRAFTS ABOUT US - IG STORY HIGHLIGHT CORE VALUES



REVISED ABOUT US - IG STORY HIGHLIGHT CORE VALUES



1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT WHAT WE DO

What We Do



Nature is our classroom, curriculum, and playground every day.

It's relevant, passionate, and student-driven.

www.risingoaknatureed.com/program



What We Do

Nature is our classroom, curriculum, and playground every day.



Old School

VS.

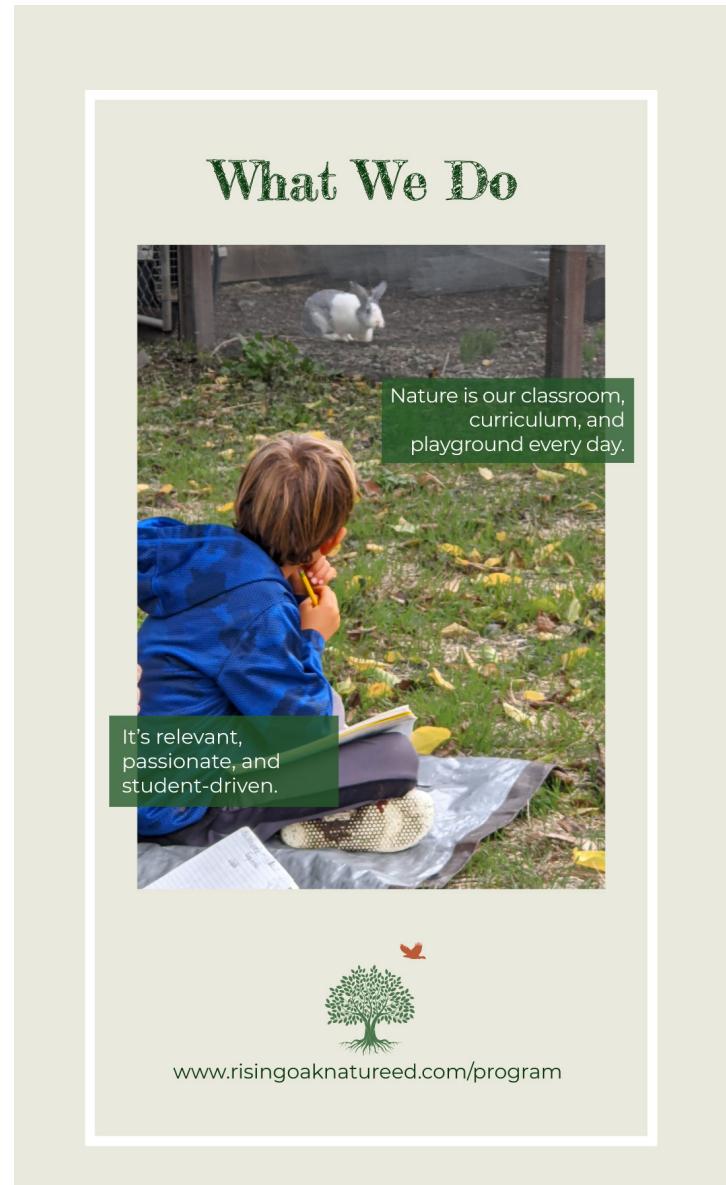
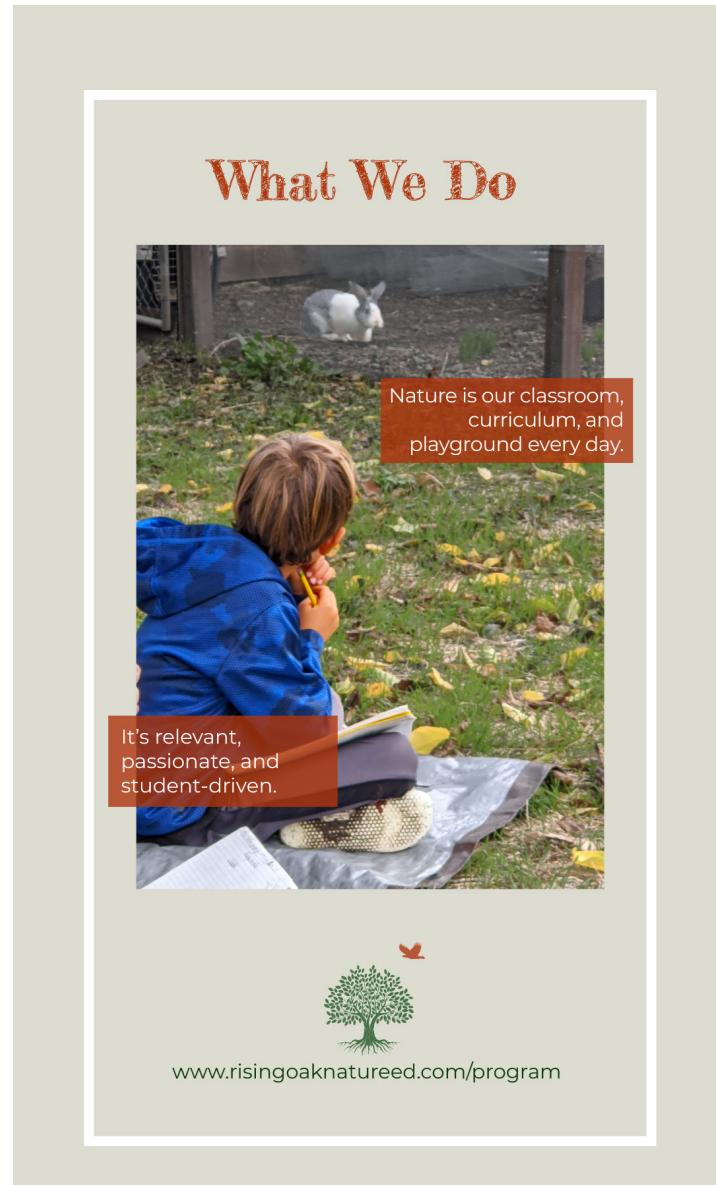


Forest School



www.risingoaknatureed.com/program

REVISED OUR PROGRAM - IG STORY HIGHLIGHT WHAT WE DO



1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT HOW WE DO IT

How We Do It

Students are engaged in nature journaling which drives more in-depth lessons and projects.



Nature Journaling is:

- I Notice...
- I Wonder...
- It Reminds me of...

www.risingoaknatureed.com/program

How We Do It

Students are engaged in nature journaling which drives more in-depth lessons and projects.



Old School

VS.



Forest School

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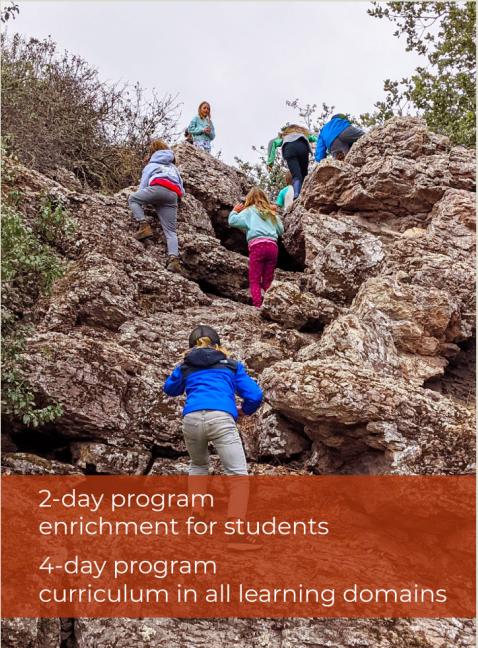


Nature Journaling is:
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I Wonder...
It Reminds me of...

www.risingoaknatureed.com/program

1ST DRAFTS OUR PROGRAM - IG STORY HIGHLIGHT OUR SCHEDULES

Our Schedules



2-day program
enrichment for students
4-day program
curriculum in all learning domains

www.risingoaknatureed.com/program



Our Schedules

2-day program: enrichment for students
4-day program: curriculum in all learning domains



Old School

VS.



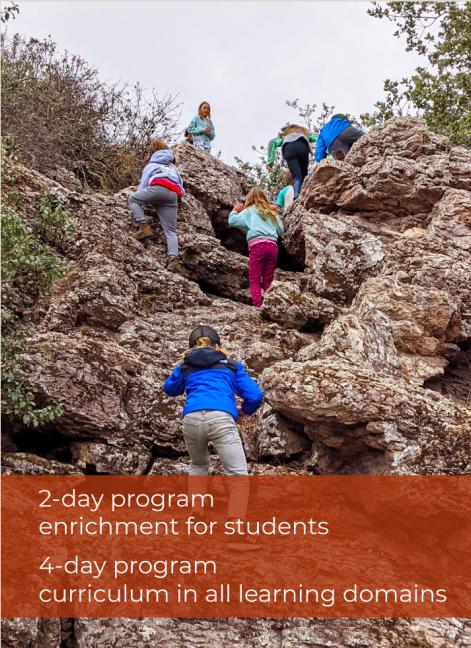
Forest School



www.risingoaknatureed.com/program

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OUR SCHEDULES

Our Schedules

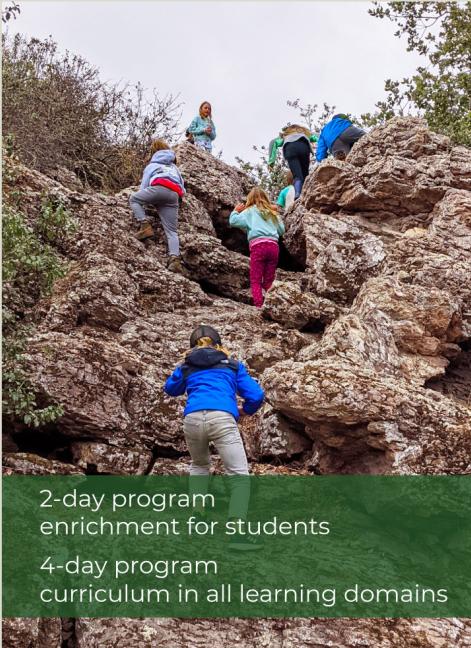


2-day program
enrichment for students
4-day program
curriculum in all learning domains



www.risingoaknatureed.com/program

Our Schedules



2-day program
enrichment for students
4-day program
curriculum in all learning domains



www.risingoaknatureed.com/program

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V1



VS.



www.risingoaknatureed.com/



VS.



www.risingoaknatureed.com/

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V2



VS.



www.risingoaknatureed.com/



VS.



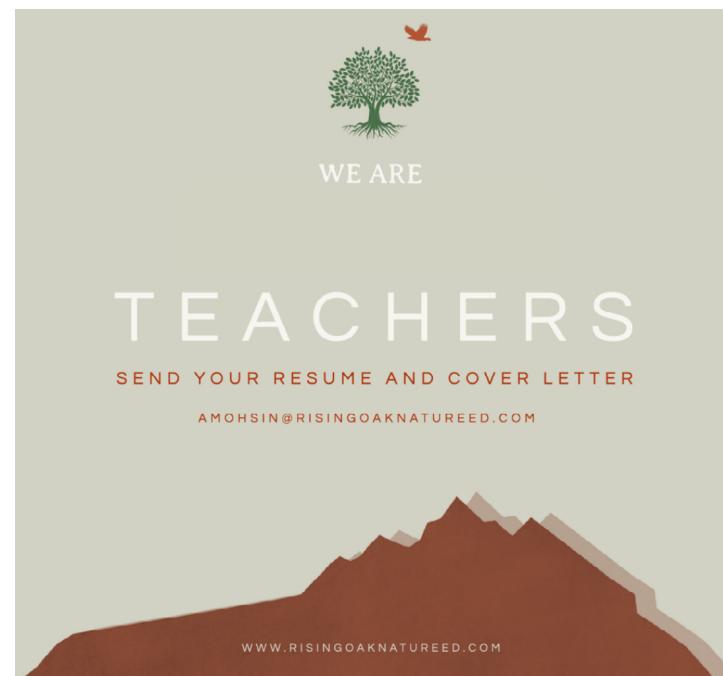
www.risingoaknatureed.com/

REVISED OUR PROGRAM - IG STORY HIGHLIGHT OLD SCHOOL VS. FOREST SCHOOL V3



1ST DRAFTS WE'RE HIRING - IG POST V1

- Animated Image - Hiring will flash on and off



1ST DRAFTS WE'RE HIRING - IG POST V2



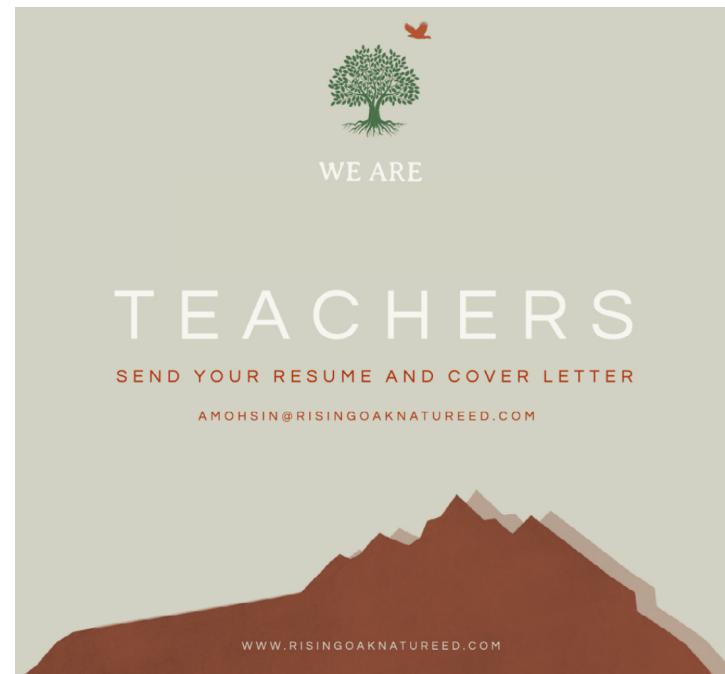
In Harmony Studios | RONE - 1st Drats - 1 IG Post - We're Hiring cont.

1ST DRAFTS WE'RE HIRING - IG POST V3



REVISED WE'RE HIRING - IG POST V1

- Animated Image - Hiring will flash on and off



REVISED WE'RE HIRING - IG POST V1 CONT.



REVISED WE'RE HIRING - IG POST V1 CONT.



Benefits

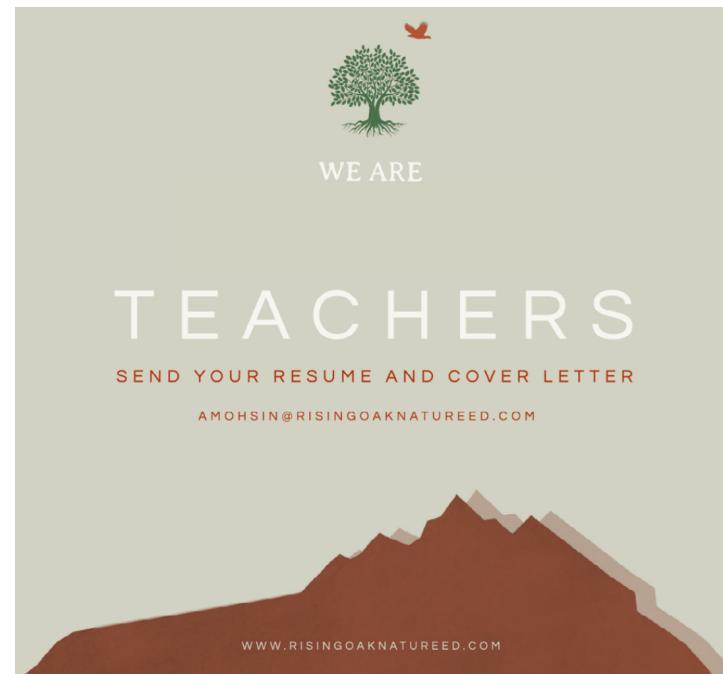
Commensurate with experience

If the educator has a child or children they would like to enroll at RONE, the first child is enrolled with \$0 tuition annually. Any other children would be enrolled at a reduced tuition rate

Health insurance available

REVISED WE'RE HIRING - IG POST V2

- Animated Image - Hiring will flash on and off



REVISED WE'RE HIRING - IG POST V2



PART TIME / FULL TIME
educator for an entirely outdoor cohort

ROLE

Seeking an experienced, collaborative, passionate, and flexible educator for an entirely outdoor cohort.

Responsible for managing the application of an age-appropriate, nature-based curriculum for 5-10-year-olds.

Model a healthy relationship with and curiosity for the natural world.

Understand children's cognitive, social, emotional, and physical development to ensure a safe and stimulating learning environment.

LOCATION
San Jose, CA



Qualifications

Degree/certificate in Education

2 years minimum experience

Certified or willing to obtain CPR and basic first aid

Passionate about nature-based, progressive education

Comfortable working outdoors year-round

Comfortable working with children with different developmental needs.

Flexible, collaborative mindset

Warm and caring personality

Ability to teach a 4-day program

REVISED WE'RE HIRING - IG POST V2



Benefits

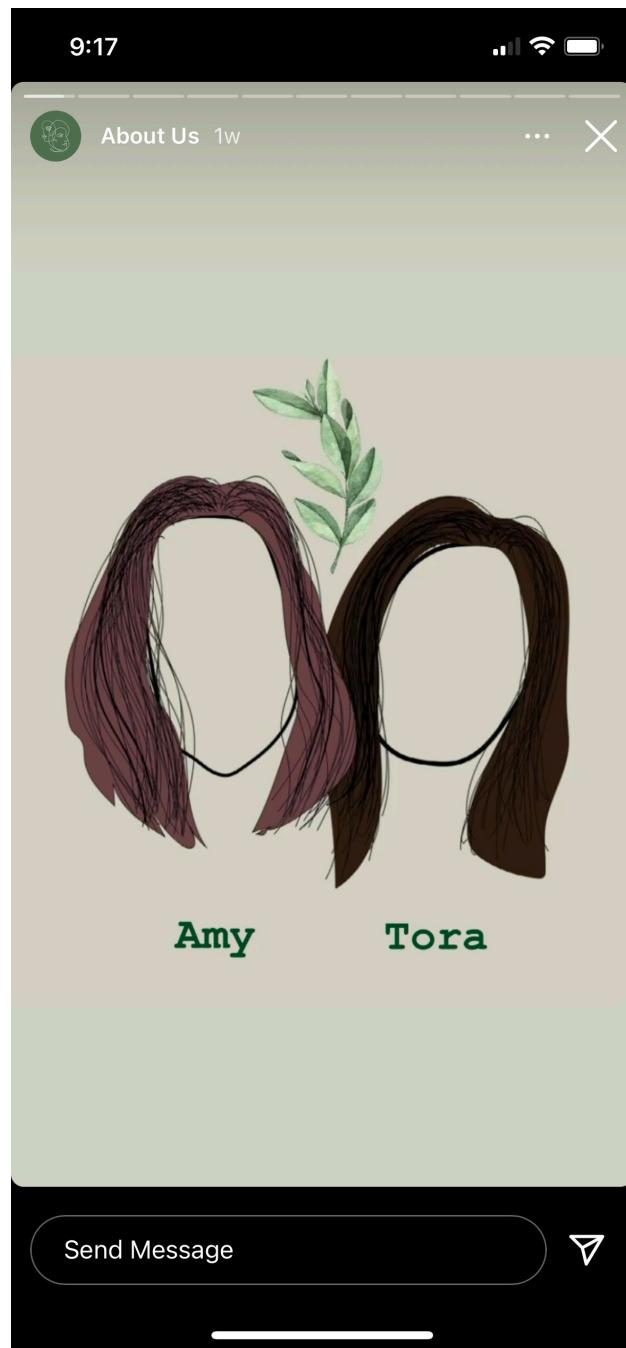
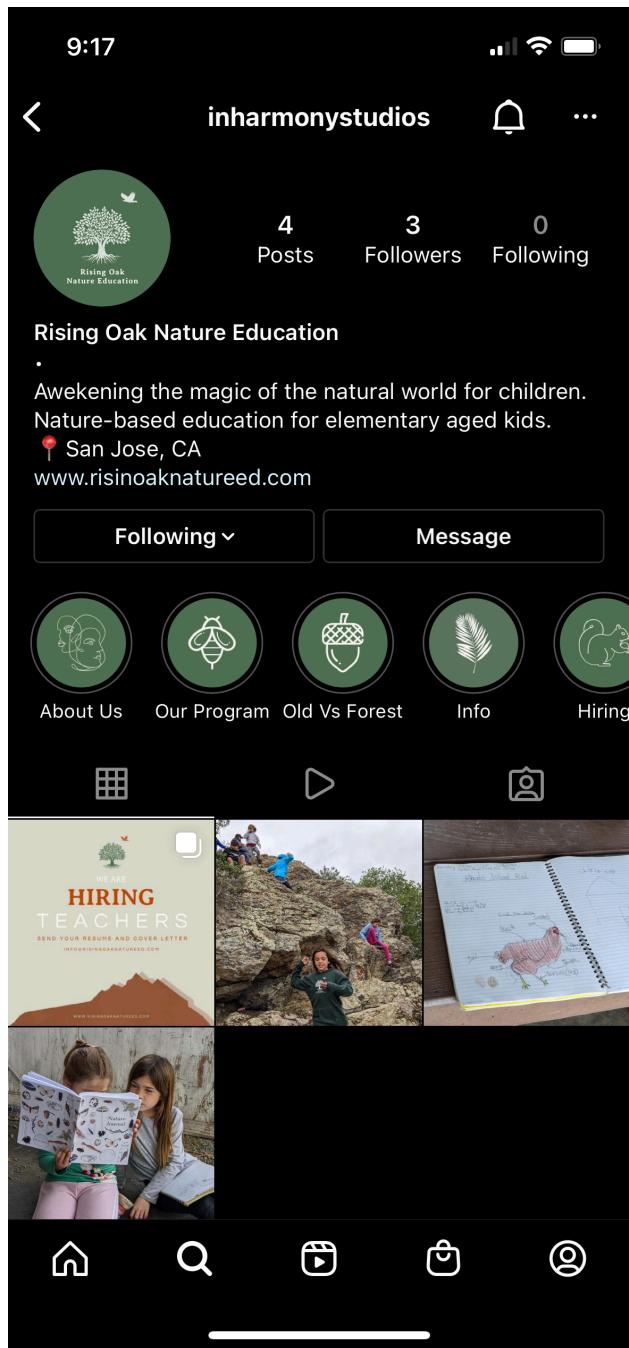
Commensurate with experience

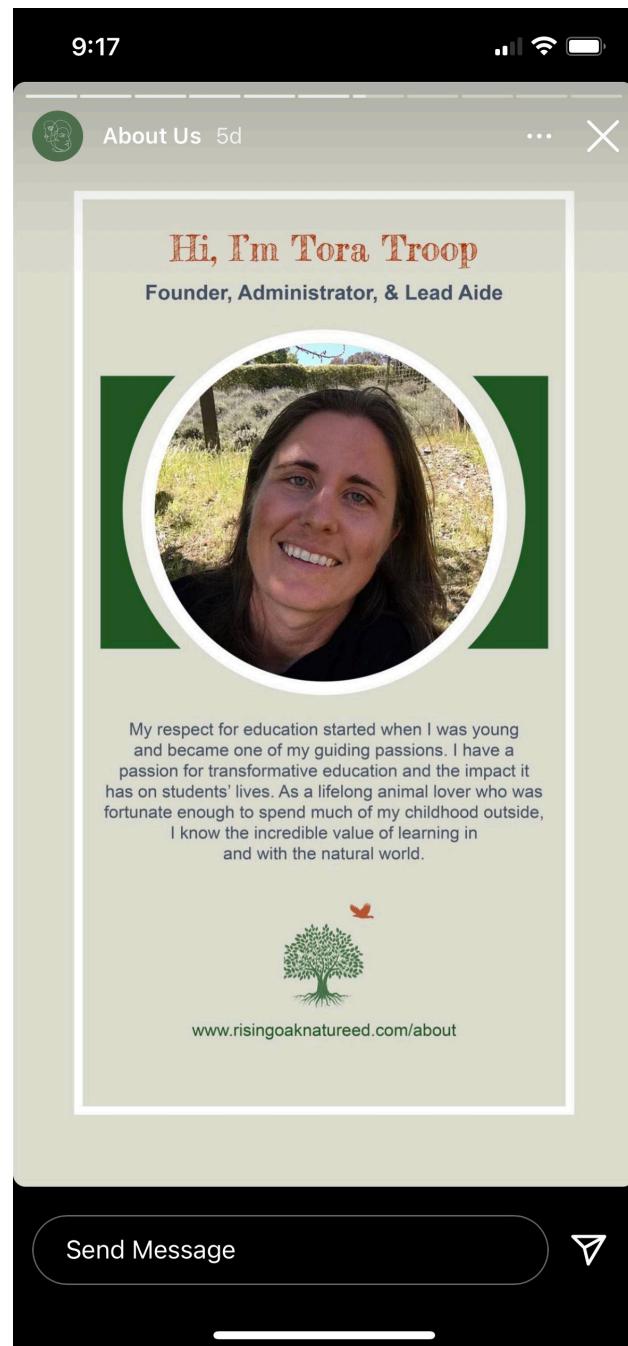
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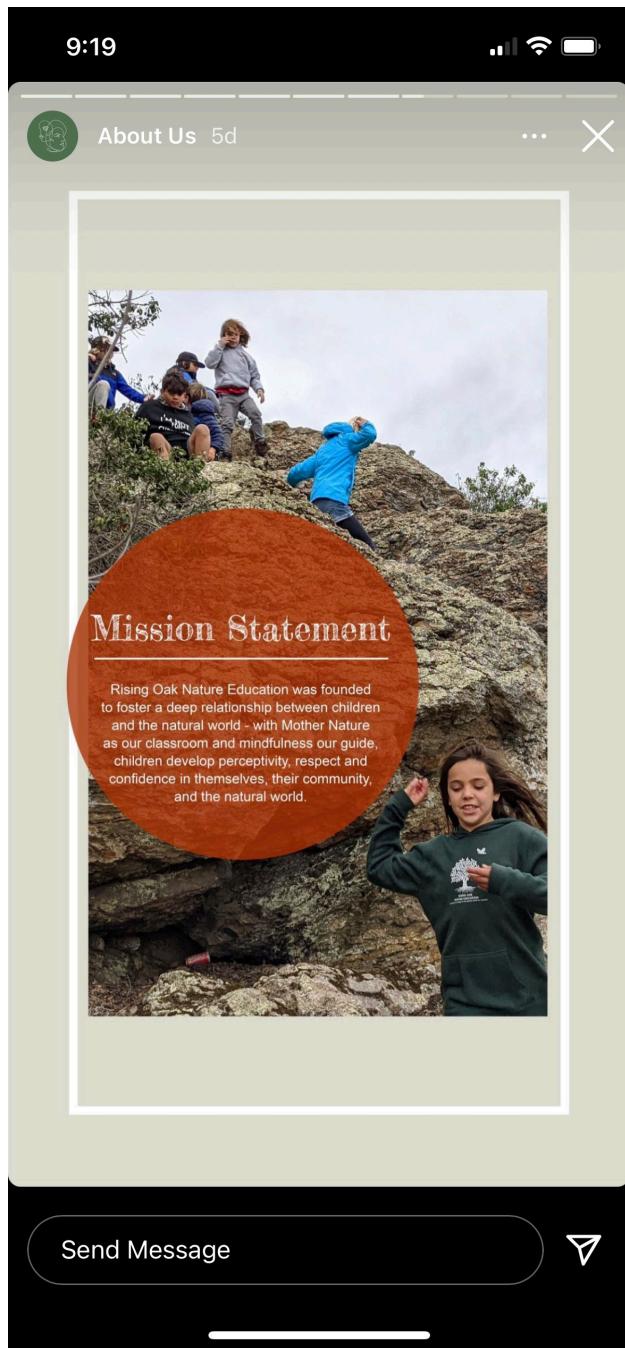
Health insurance available

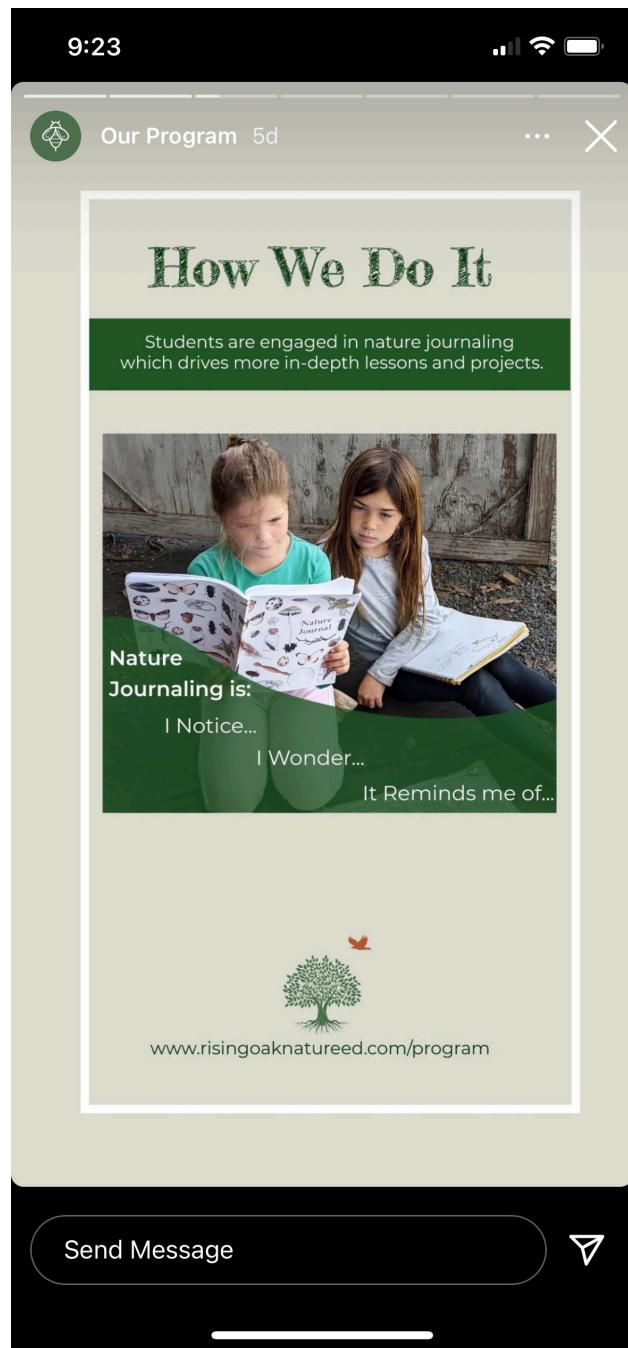
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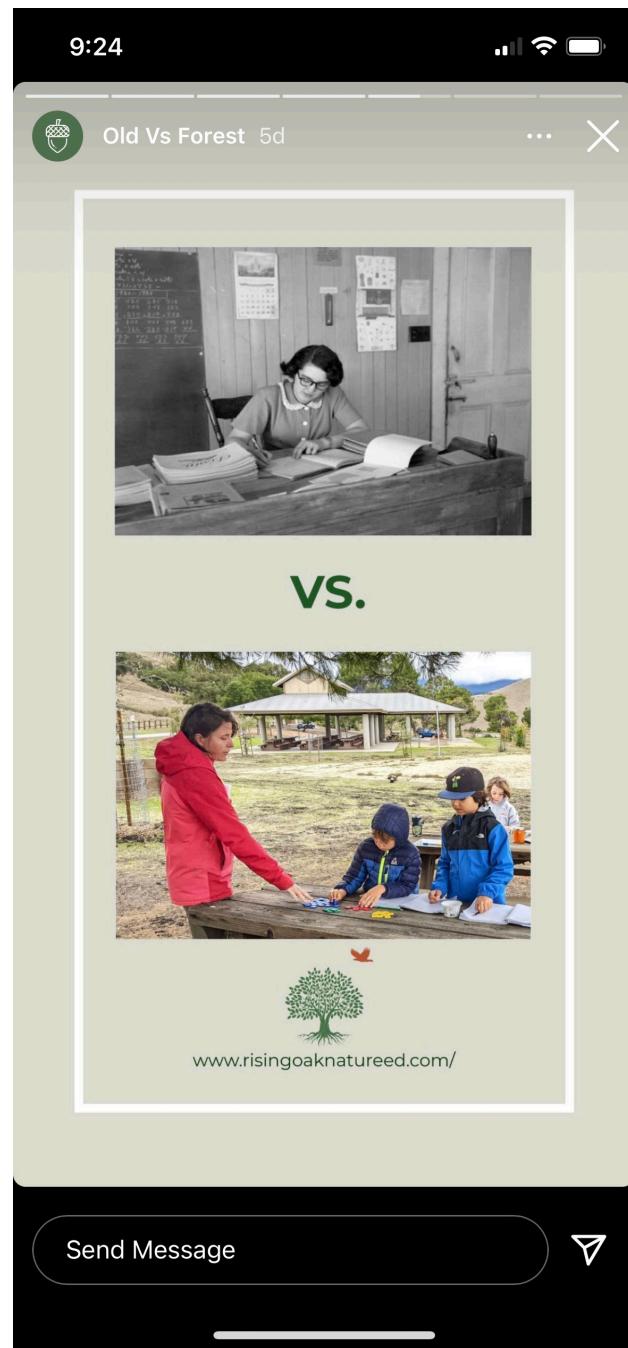
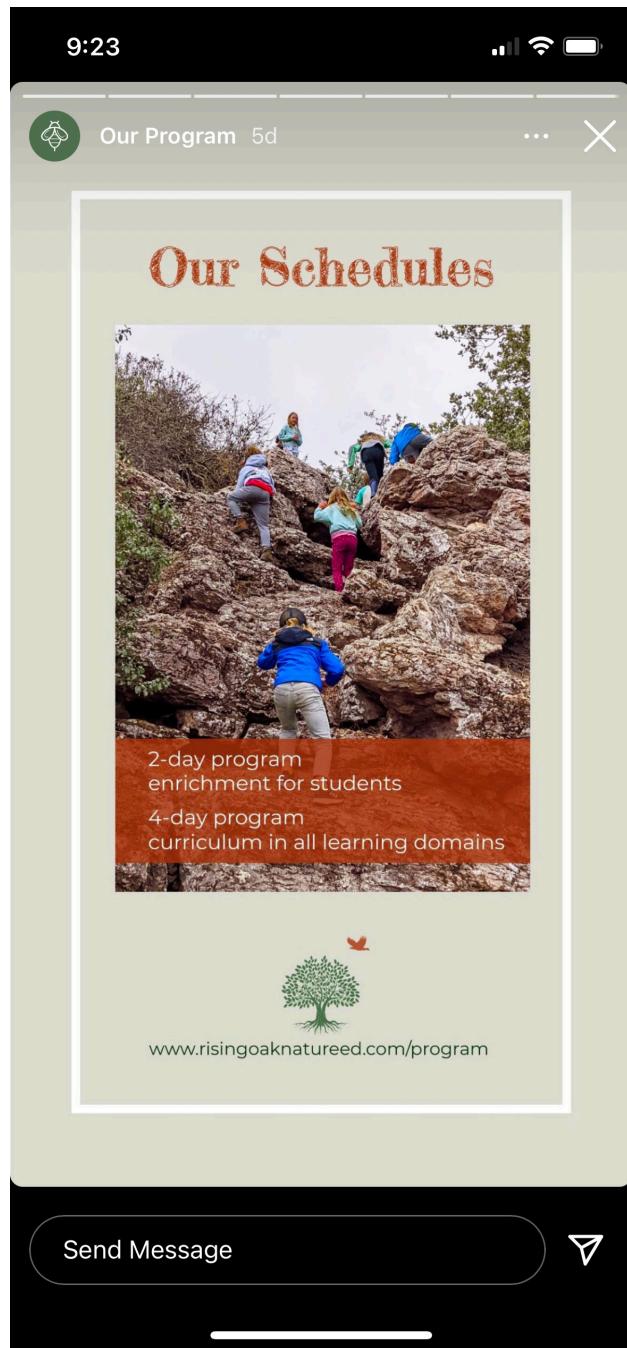
**INSTAGRAM CAMPAIGN
MOCK-UPS**



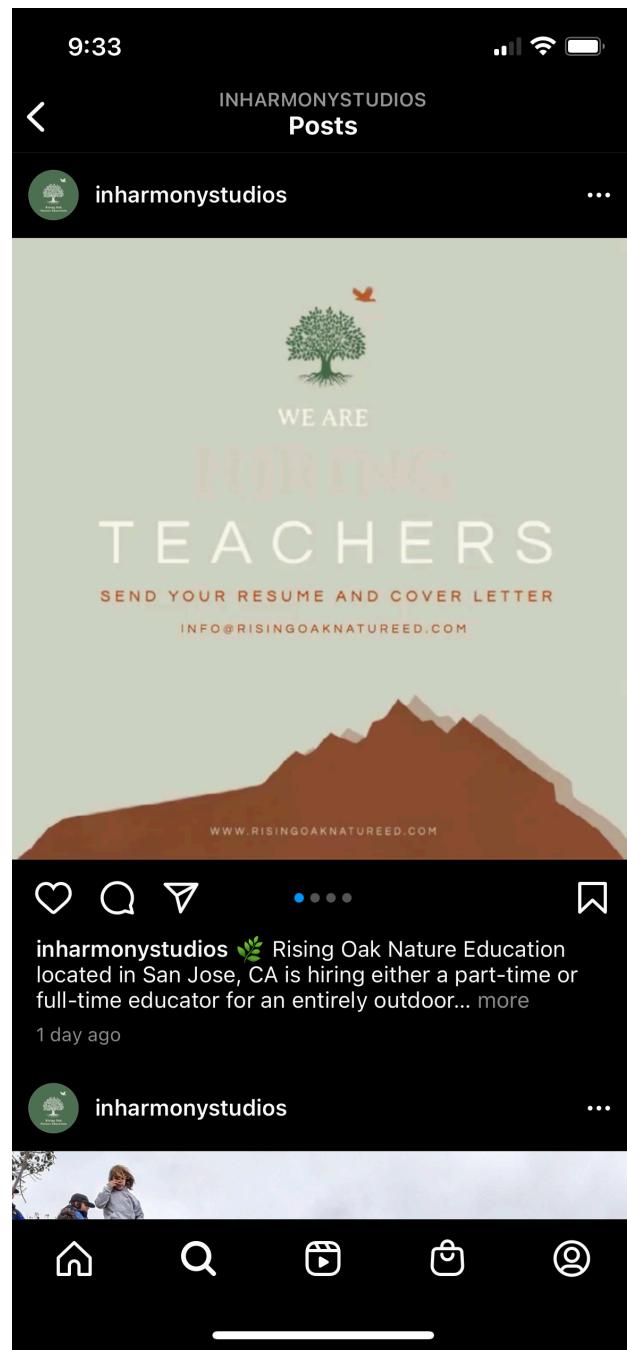


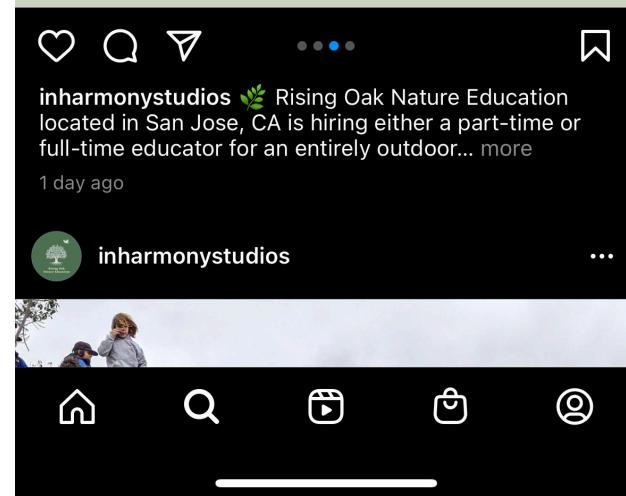
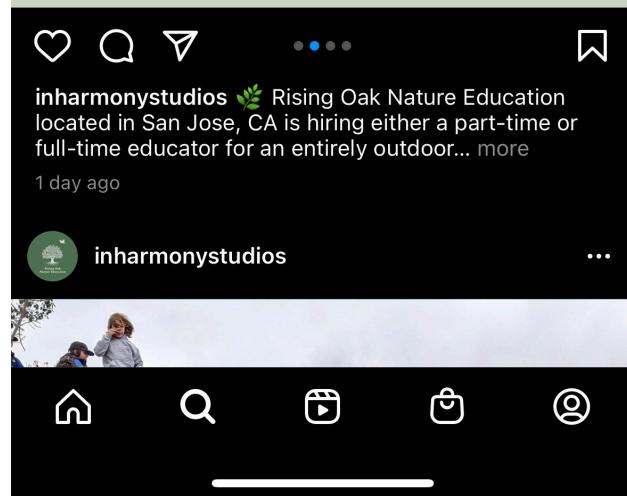
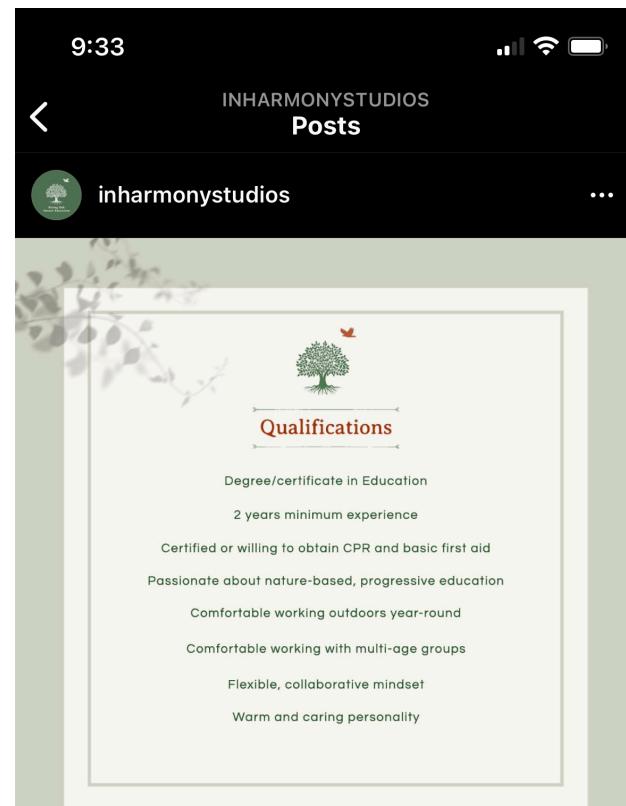


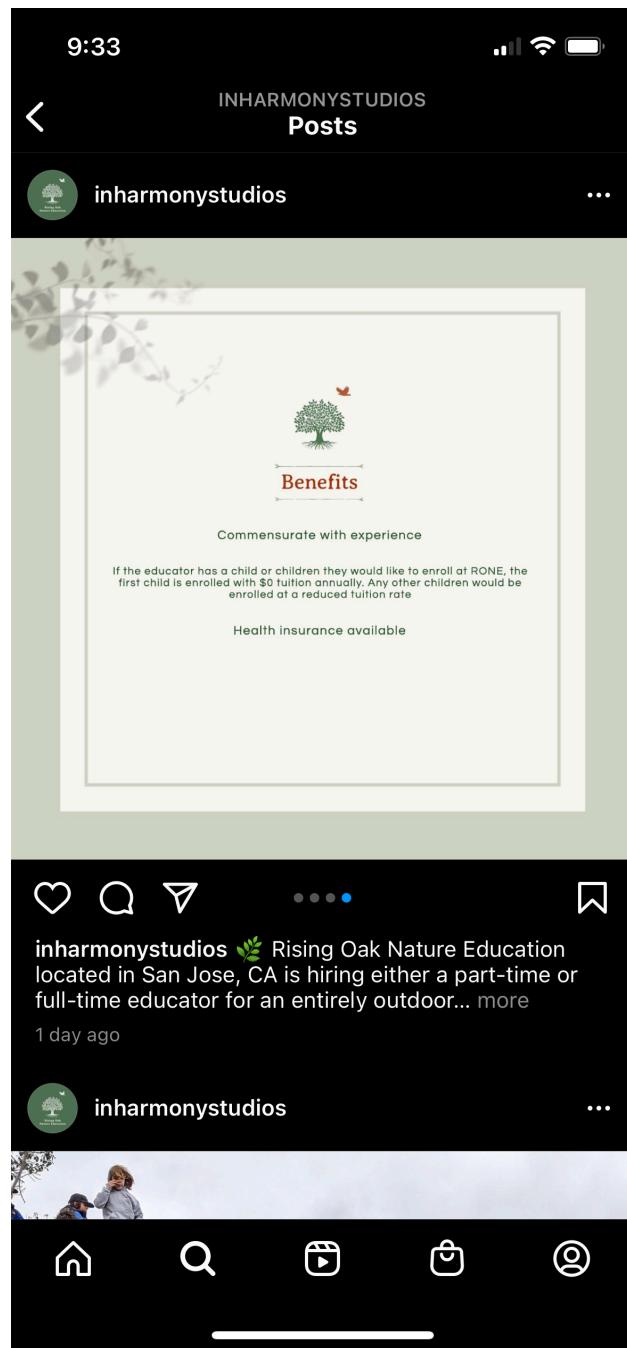












7



FUTURE PLANS

client meetings

1. **Wednesday, 11/ 24 at 4 pm** Reviewing 2nd Round of 1st Drafts for Instagram, Facebook, & LinkedIn
2. **Monday, 11/29 or Tuesday, 11/30** Present our revised 2nd round of 1st Drafts for Instagram, Facebook, & LinkedIn

marketing products for client

- Marketing budget capped at \$1,000
- Our ideas: blanket for students, sweats, windbreaker, beanie, waterbottles, or mugs
- RONE did do a sweatshirt the previous year and families loved it
- Client proposed insulated mugs